

THE DIGITAL LIFELINE OF INDIA- RELIANCE JIO ENTRY IN THE TELECOM INDUSTRY AND ITS STRATEGIES

Pranati Tendari*

ABSTRACT

This article studies about how Reliance Jio made grand entry in the Indian Telecom market and how market got affected with its strong strategies and how it gave tough competition to the existing top telecom companies and made quit the small players of the market and this article shows how the Reliance jio became the market leader and changing preference of people to have jio as secondary sim card in initial days to moving to first sim slot and making it to have only Jio as primary one. Jio was successful in giving tough competition to the top players of the market by giving free calls, messages and data services in the initial days.

Keywords: Indian Telecom Industry, Reliance Jio, Market entry strategies, competitors.

Introduction

Reliance Jio is an Indian company headquartered in Navi Mumbai, Maharashtra. Jio was launched on 5th of September 2016 and initially provided free internet and unlimited calling and no roaming charges till 31st of December 2016 and later it got extended till march 31st 2017. Jio provides 5G and 4G services all over India. It is know for the largest mobile operator in India and it is the third largest operator in the world.

Objectives and Purpose of the Study

- The main purpose of this study is to understand that how Reliance Jio made its grand entry in the market and became major telecom market player.
- To understand the Reliance jio strategies to enter the market and how it became the market leader.
- To understand Indian telecom industry and the changes which took place after Jio entered the telecom market.
- To understand the strategy of changing people perception from having Reliance Jio as secondary sim to primary sim.
- To understand how other operators got affected after entry of reliance Jio.
- To understand the reasons where the small telecom operators like Tata Docommo, Aircel, Uninor etc had to shut and the top players like Idea and Vodafone had to merge to be able to survive in the telecom market.

Scope of the Study

- This study helps us to understand the various strategies adopted by reliance jio to expand their business.

* Assistant Professor, Badruka College Post Graduate Centre, Kachiguda, Hyderabad, India.

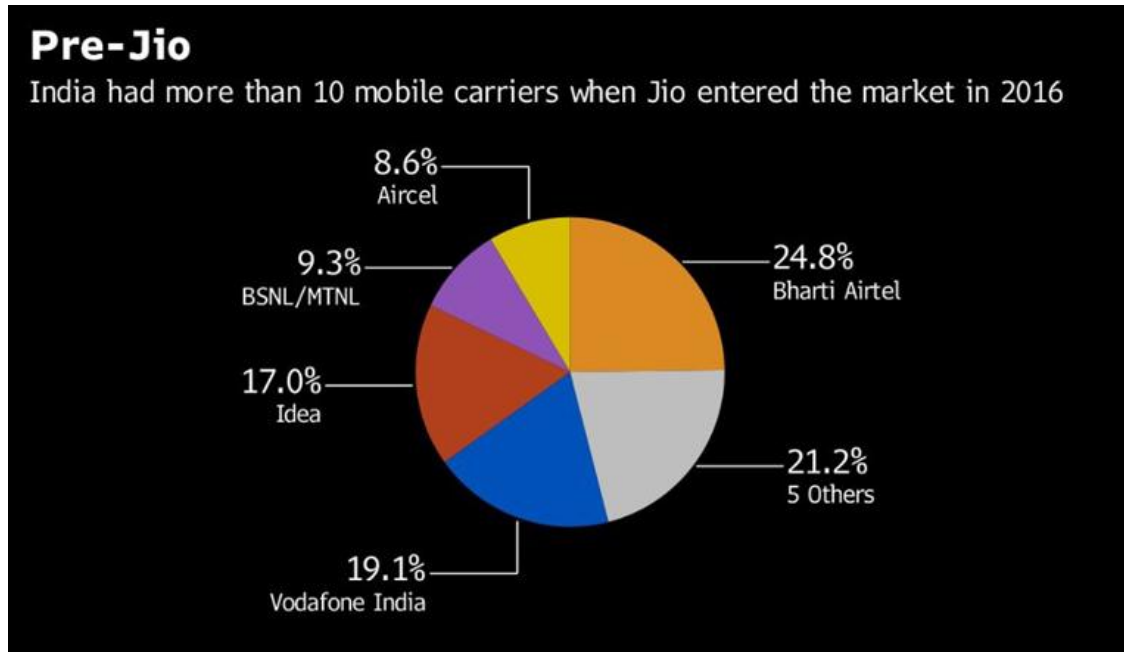
- To understand how Reliance Jio gave tough competition to the top competitors like airtel, idea and Vodafone.
- To understand the strategies adopted by Reliance Jio to enter and capture the whole market and how it became the market leader.
- This study helps us to know the changes which took place after the launch of JIO.

Research Methodology

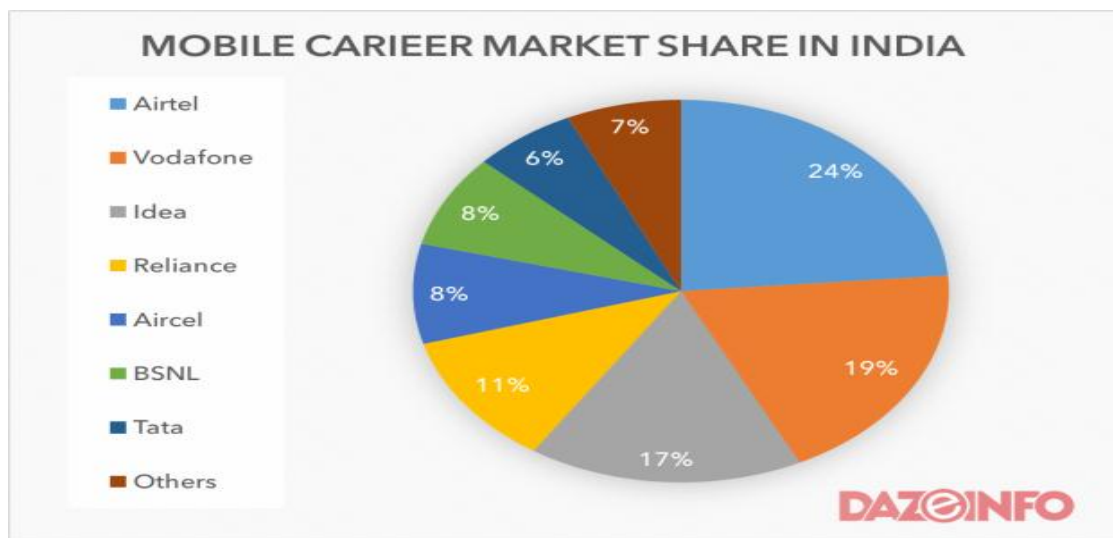
For the study, Secondary data has been used and the data is collected from government publications, academic research papers, industry reports, online sources, news articles and press release reports

Data Analysis and Interpretation

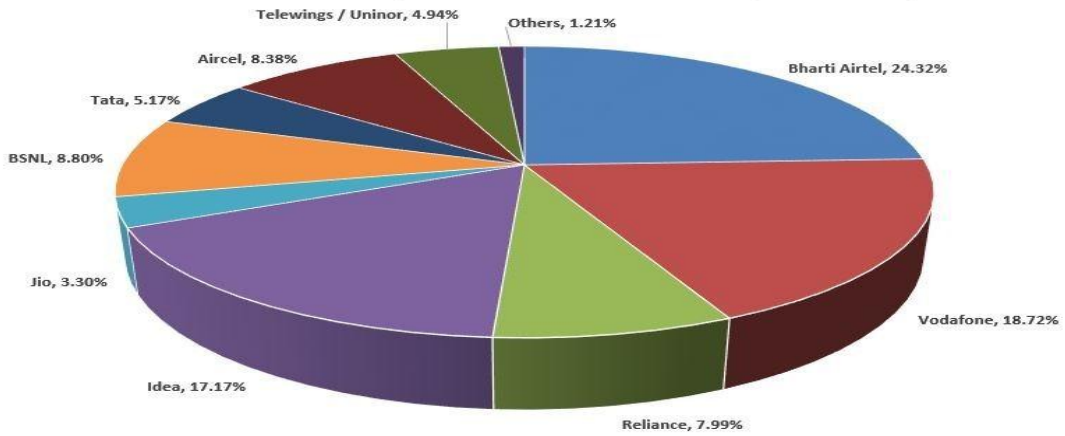
Top Telecom Players Pre Reliance Jio Launch



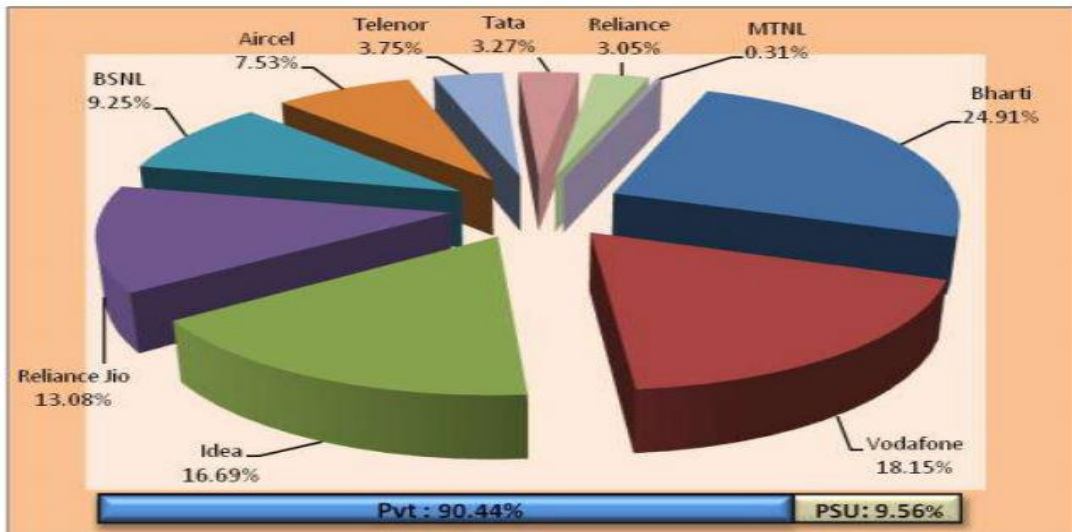
Mobile Phone Subscribers in the Year 2015



Indian Telecom Operator's Market Share (Oct 2016)

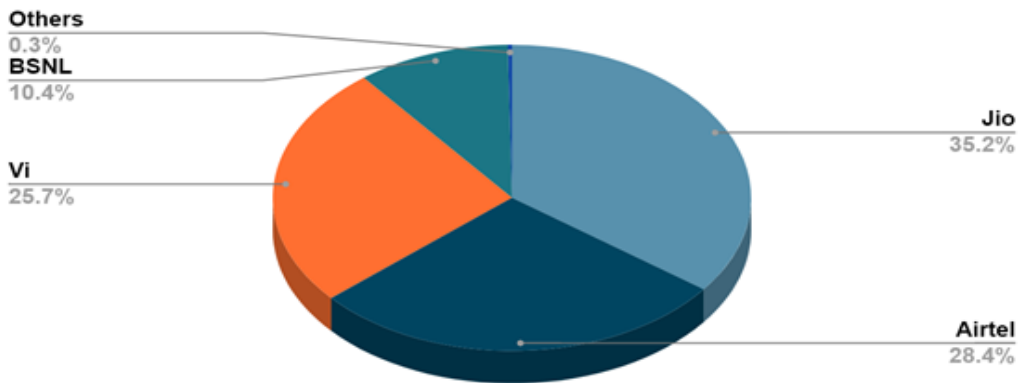


Indian Telecom Market Share in November 2017

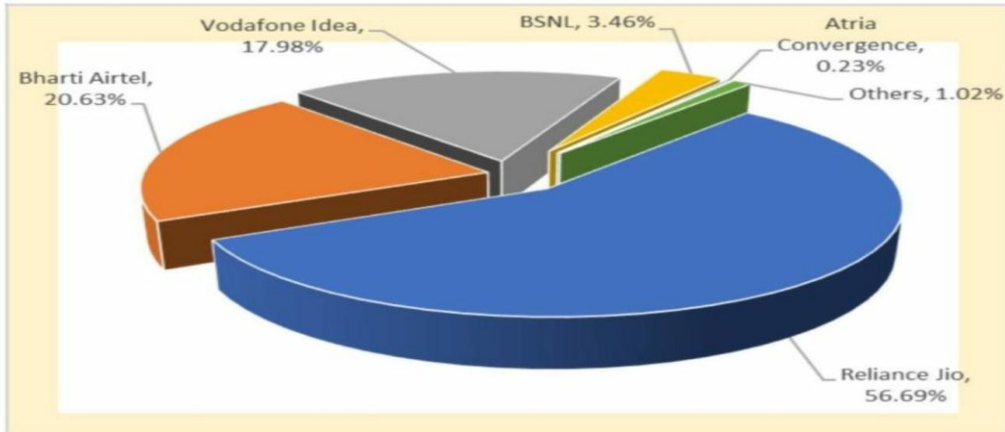


Indian Telecom Market Share in November 2018

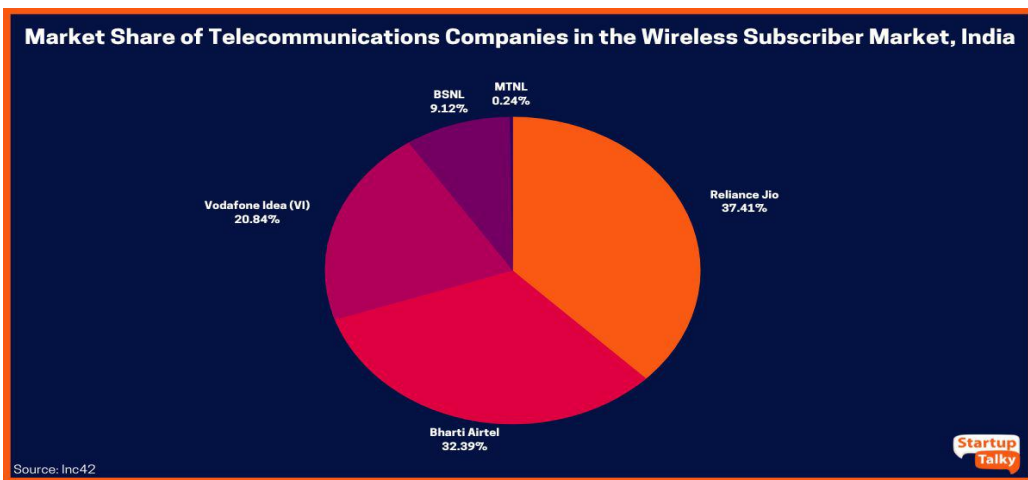
Market Share



Service Provider-wise Market Share of Broadband (wired + wireless) Services as on 31.10.2019

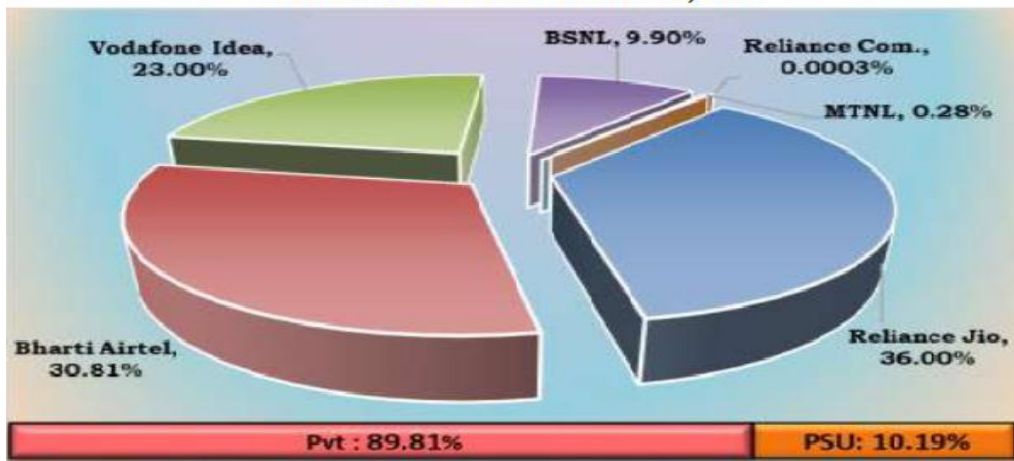


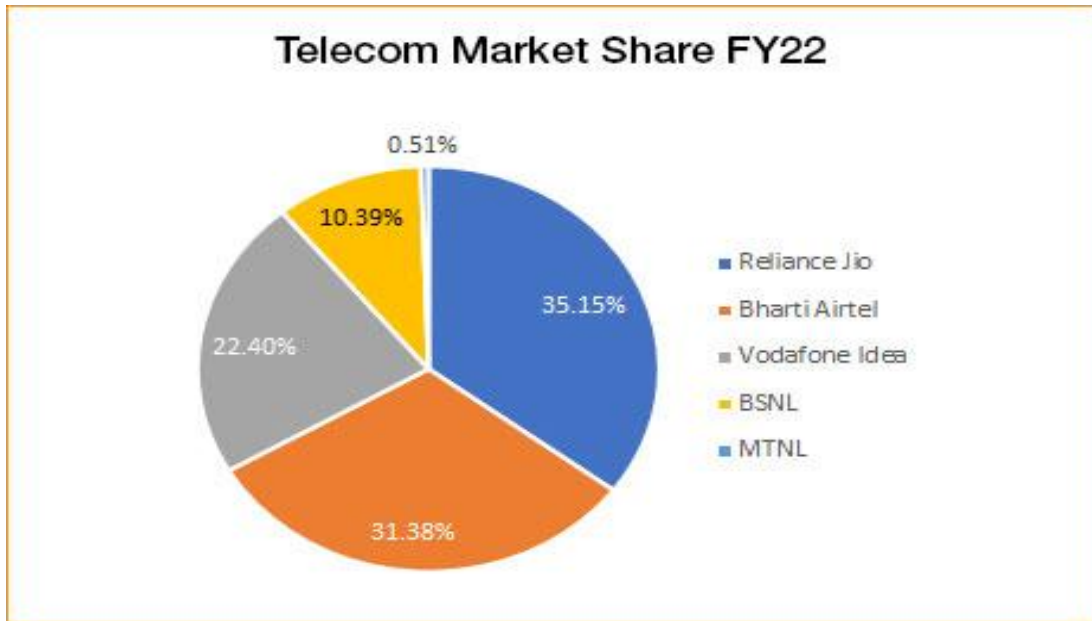
Indian Telecom Market Share in November 2020



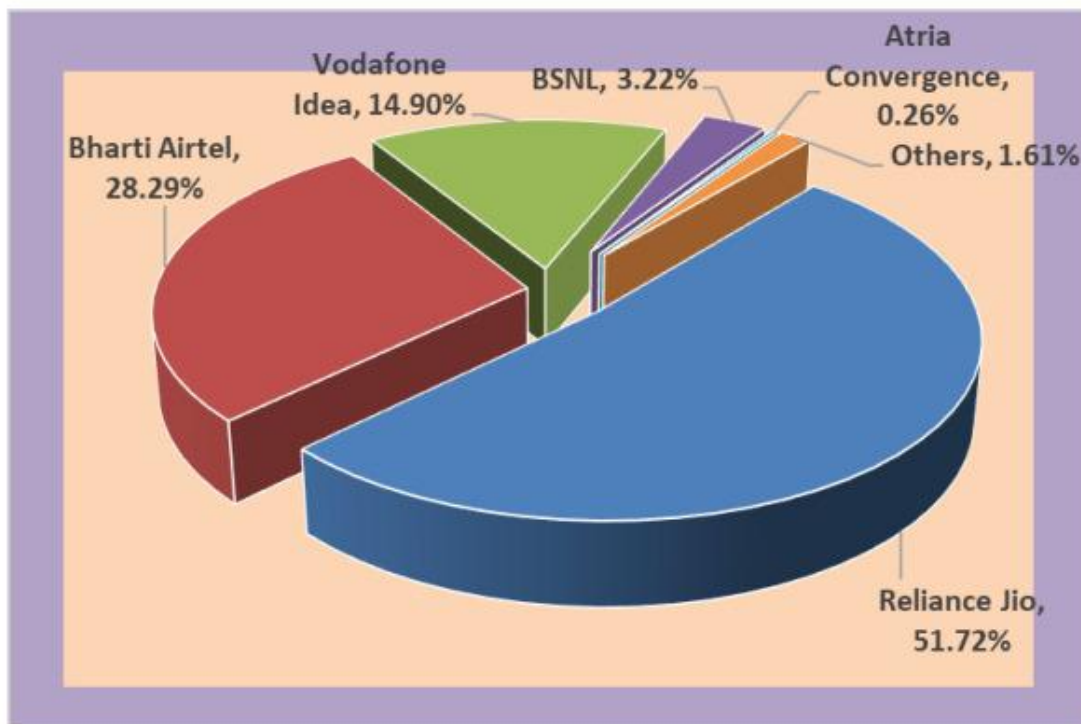
Indian Telecom Market Share in November 2021

Access Service Provider-wise Market Shares in term of Wireless Subscribers as on 31st December, 2021





Service Provider-wise Market Share of Broadband (wired + wireless) Services as on 31st January, 2023



Findings and Suggestions

- As Reliance Jio entered the market in 2016 it boomed the market as it had come up with many strong strategies.
- Its first strategy was to give a tough competition to the top telecom players like Airtel, Idea, BSNL and Vodafone.
- Entry of Reliance jio made the small telecom players like Aircel, Tata Docommo and Uninor etc had to exit from the market.
- Jio's entry strategy was first to attract the customers by giving them the free services like unlimited calls, sms's and no roaming charges and free mobile data and wanted to grab the customers.
- When people started using Jio they where addicted to the services like they used to get only 1GB data for a month but jio gave 1GB data for a day.
- Before the launch of jio people used to have 3G data and that to it used to be very slow while browsing and to make payment it used to be very slow for doing any transactions.
- After jio when it has come up with 4G services it was providing full speed data and people started using it and doing any transactions or browsing any videos were easy without any buffering and slowly people became addicted to it.

Conclusion

In order to succeed, Reliance Jio had to first enter the market, seize a sizable market share by seizing the customers of its rivals, compete fiercely with the leading companies in the Indian telecom sector, drive out the smaller companies, and then retain its customers and win their loyalty. All of these things can be accomplished by having effective strategies and forcing your rivals to adopt them as well. Reliance Jio's major and effective strategy was to acquire rivals' consumers first, force them to switch from a secondary to a primary sim slot, and then keep them as Jio customers by providing a variety of offers.

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